

Call for Artists: The Cat Walk

Request for Proposals for a Public Art Installation

BACKGROUND

The Town of Los Gatos is a community of 30,000 nestled against the Santa Cruz Mountains on the edge of Silicon Valley. The Town has an adopted Arts Master Plan, which includes the installation of public art displays. The Arts and Cultural Commission, a 9-member, Council-appointed advisory body, administers the public art program, and makes recommendations to the Town Council, whose decision is final.

OVERVIEW OF PUBLIC ART PROJECT

This RFP solicits proposals for the Town's *Cat Walk* art project. The *Cat Walk* is an art installation proposed for Downtown Los Gatos, initially oriented along Santa Cruz Avenue. The proposed project would celebrate the Town's namesake through a creative and integrated display of 3-Dimensional cats in Downtown trees.

One to two artists will be selected to create a total of 10 to 15 sculptural cats, likely to be placed in the nooks of the larger trees (Crepe Myrtle, London Plains, Holly Oaks and Melaleuca trees) along either side of Santa Cruz Avenue between Main St. and Bachman. The selected cat art sculptures will be considered a donation or acquisition from the artists and the Town has right of placement and removal at the Town's discretion.

The cats' condition, maintenance issues, and artistic effectiveness will be assessed after one year to determine if the *Cat Walk* should be expanded to a broader geographic area in the Downtown.

BUDGET

The current budget for the *Cat Walk* project is \$8,000, which provides an average of a \$533 to \$800 stipend associated with each cat (depending on the number of cats selected) for design, fabrication, delivery and installation.

DESIGN GUIDELINES/TECHNICAL SPECIFICATIONS

The cats should be appropriate public art suitable for display to a wide and diverse audience. Artists are asked to create three to four designs of cats that are unique and individualized. For example, if there are to be 12 cats, there could be three to four different designs with three to four of each design produced. The cats are to be crafted of durable materials that will withstand the elements, as well as be resistant to theft, vandalism and deterioration. The cats should be constructed to avoid expensive maintenance and repair. Other specifications include:

- The cats must be designed to last for ten years.
- Possible materials include fiberglass, cast materials, and fabricated metals.
- The cats must be visible from all angles (3-Dimensional).
- The head and body of the cats should range between 10 to 15 inches (excluding the tail).
- Maximum weight of 10 pounds.
- Cats must be free from unsafe conditions or factors that could bear upon public liability and the safety of the community.
- Artists must also design brackets that will affix the artworks to the trees and accommodate future tree growth.

SELECTION PROCESS

Submitted designs will be evaluated in accordance with the Town of Los Gatos Public Art Selection Policy and Procedure.

The selection process will occur in two phases:

- 1) A selection panel comprised of members of the Arts and Culture Commission will review all applications and select up to four finalists; and
- 2) A selection panel comprised of members of the Arts and Culture Commission, community members, representatives from local business and arts organizations, the Parks Commission, and town staff will meet again to review and/or interview finalists and select one to two artists to be awarded the project, and make a recommendation for final approval by the Town Council.

Evaluation criteria will include, but not be limited to, the following:

- Aesthetics: deemed to be an artwork of lasting aesthetic value.
- Quality: artistic merit as determined by the selection committee.
- Style: compatible in scale, materials, form and content with its surroundings.
- Permanence: Due consideration given to structural/surface soundness, resistance to theft, vandalism, weathering and excessive maintenance costs.
- Public Liability: Examined and approved for safety conditions and factors which may bear upon public liability.
- Technical Feasibility: Convincing evidence of the artist's ability to successfully complete the artwork as proposed.
- Duplication: Artist shall be asked to warrant that the sculpture is unique to the Town, unless stated to the contrary in the contract.

The full text of the Public Art Selection Policy is available on the Town's website at www.losgatosca.gov/artselection

NOTIFICATION OF RESULTS

The artist (s) selected will be notified at the conclusion of interviews and panel deliberations. Applicants will receive notification of the panel's decision by e-mail. The Town of Los Gatos reserves the right not to select any of the applicants.

APPLICATION REQUIREMENTS

To submit a proposal, please provide the following:

1. Statement of Interest
 - Include your name and contact information;
 - A brief description of your proposed design(s);
 - Proposed budget;
 - Proposed schedule/timeline (from fabrication to installation);
 - A description for how the project will be installed;
2. Resume
3. Selected list of previous works (Include description, materials, location, budget, client or commissioning organization).
4. Design(s). Each application can contain no more than six (6) sketches, drawings, images and/or photographs and are to be submitted in an electronic format (PDF, .jpg, GIF, TIFF) and include:
 - Dimensions and weight of proposed cats.
 - Materials and finishes to be used, with description of durability, weatherproof qualities, and maintenance requirements.
 - Design for brackets for installation in the trees.
5. Affirmative representation that the artist owns all copyright rights without restriction or infringement on any third party rights to the artwork submitted for consideration.

The Selection Committee may require additional drawings and/or a maquette for its review. The Selection Committee and the Town Council reserve the right to reject any or all proposals.

The Town reserves the right to accept any applications, to not accept any artist recommended by the Selection Committee, to initiate an alternate selection process, or to reissue the RFP.

If the submittal material package does not include all items listed above, the Town of Los Gatos shall determine which submittal packages are responsive and reserves the right to reject all incomplete proposals. Please do not send information or materials not specifically requested as part of this application.

PROPOSAL TIMELINE*

- RFP issued to the public – October 1, 2013
- Submittal Deadline – November 15, 2013
- Review of proposals by Public Art Committee – November 20, 2013
- Selection Committee Review of finalists –December 2-9, 2013
- Notification of Results—December 16-20, 2013
- Recommendation to Town Council – January-February 2014
- Installation –Spring 2014

*Dates are tentative and subject to change.

PROPOSAL DUE DATE

Proposals must be received no later than 4:00 p.m., November 15, 2013. Proposals can be emailed to the attention of Christina Gilmore at CGilmore@LosGatosCa.gov with the subject line “LOS GATOS CAT WALK PROPOSAL.”

All inquiries regarding this Request for Proposals should be directed to Christina Gilmore at the email address above or 408.354.6822.

RULES, TERMS AND CONDITIONS

By submitting a proposal, proposers grant the Town of Los Gatos the right to use the selected artists’ work in Downtown Los Gatos, as well as for advertising, promotion, and for any other Town purpose.

By submitting the proposal, proposers agree that the Town of Los Gatos is not responsible for any incorrect information caused by any technical or human error that may occur in the processing of submissions by the Town, including but not limited to any misprints or typographical errors.

The Town of Los Gatos will not be responsible for incomplete, defective, or unreadable entries or for failure to receive entries due to transmission failures or technical failures of any kind.

ALL SUBMITTALS BECOME THE PROPERTY OF THE TOWN OF LOS GATOS.